



CITY OF BAINBRIDGE ISLAND

REQUEST FOR PROPOSALS 2017 LODGING TAX / TOURISM FUND (CIVIC IMPROVEMENT FUND)

The City of Bainbridge Island is seeking proposals for projects to receive funding under the Civic Improvement Fund, which is established through Chapter 67.28 of the Revised Code of Washington State and 3.65.040 of the Bainbridge Island Municipal Code. Proposals must be for tourism marketing projects, marketing and operations of special events or festivals, for the operation of tourism related facilities,¹ or for capital expenses for a tourism related facility.²

For 2017, there are approximately \$200,000 in Civic Improvement funds available for distribution to support selected projects. The City Council has approved funding within a wide range, to encourage innovative projects of all sizes that recognize and promote the exciting - and expanding - tourism trends and opportunities happening on Bainbridge Island. Applicants may seek a minimum award of \$2,000 and a maximum award of \$100,000 (to reflect 50% of total available funds).

Funds must be used to create new tourism promotion programs or to support or enhance existing programs. The City does not make multi-year commitments with Lodging Tax funds; however, service providers are not limited nor are applicants prohibited from making repeat annual requests of a similar nature.

Successful applicants will be required to enter into a contract with the City to provide the services or products outlined in their proposals. Payment by the City will be made only when documentation of delivery of contracted services or products is provided to the City. The City may not provide payment in advance of delivery of goods or services.

All project activities must be identified in promotional and other business materials as having been funded by the City of Bainbridge Island Civic Improvement Fund.

¹ To be eligible for operating expenses, the tourism related facilities must be owned by a municipal organization, or a public facilities district, or a tax-exempt nonprofit recognized by the Internal Revenue Service under 26 U.S.C. Sec. 501(c)(3) or 26 U.S.C. Sec. 501(c)(6).

² To be eligible for capital expenses, the tourism related facilities must be owned by a municipal organization or a public facilities district (RCW 67.28.1816).

Policy Background

Bainbridge Island Municipal Code – 3.65.040 Civic Improvement Fund

<http://www.codepublishing.com/wa/bainbridgeisland/>

Revised Code of Washington (RCW) Chapter 67.28, PUBLIC STADIUM, CONVENTION, ARTS, AND TOURISM FACILITIES

www.leg.wa.gov/RCW/index.cfm?fuseaction=chapterdigest&chapter=67.28

Project and Applicant Eligibility

- Applicants seeking funding for capital expenditures for a tourism related facility must be a municipality or a public facilities district created under RCW Chapters [35.57](#) and [36.100](#).
- Applicants seeking funding for operating expenditures for a tourism-related facility must be a municipality or a public facilities district, or be recognized by the Internal Revenue Service as a tax-exempt nonprofit under 26 U.S.C. Sec. 501(c)(3) or 26 U.S.C. Sec. 501(c)(6).
- Applicants for all other types of projects must be registered with the Washington Secretary of State as a Washington State Corporation.
- Individual persons are not eligible for funding.
- For-profit, private businesses are not eligible for funding.
- Proposals must comply with federal, state and City laws and requirements.
- Proposals are to be for goods and services provided during calendar year 2017; funding requests for goods or services to be provided in 2016 or beyond calendar year 2017 will not be considered.
- Proposals from organizations with a board or staff member serving on the 2016 Lodging Tax Advisory Committee are not eligible for funding and will not be considered.
- Proposals involving special events, signs, building or construction, impacts to public property or other activities that require permits under City code or state or federal law must demonstrate that the applicant has researched the appropriate permit regulations, confirmed the viability of the proposed activities and incorporated permit fees in the project budget.

Definition of Terms
(Per RCW 67.28.080)

- (1) "Operation" includes, but is not limited to, operation, management, and marketing.
- (2) "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (3) "Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.
- (4) "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under Section 501(c)(6) of the Federal Internal Revenue Code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Application Requirements

- Each proposal must **ADDRESS AND REFERENCE** the questions listed on the attached LTAC 2016 Proposal Form **IN THE ORDER IN WHICH THEY APPEAR**.
- Proposal must be presented in minimum 11-point font and may not exceed ten pages in total length (including Cover Sheet).
- The City will only accept proposals in electronic format. Submit the proposal, including attached Cover Sheet, via email to:

cityadmin@bainbridgewa.gov

- Proposals are due **no later than 4 pm, Friday, October 7, 2016**. Late proposals will not be accepted. Applicants are solely responsible for ensuring that proposals are submitted and received on time.
- If the proposal includes multiple documents/files, each file must be clearly identified in the heading and must include Applicant Organization Name, Project Title and Document/File name.
- Each selected Service Provider will be required to submit a final report by January 20th, 2018. **Per RCW 67.28.1816, final reports must include the following information related to the project/activity:**

The projected and actual data for each of the following categories:

- a) Overall attendees*
- b) Those who traveled more than 50 miles*
- c) Those who traveled more than 50 miles and stayed overnight*
- d) Those who traveled from another state or country and stayed in paid accommodations*
- e) Those who traveled from another state or country and stayed in unpaid accommodations*
- (f) Total paid lodging nights*

As a point of reference, the reporting format used by the State for 2016 data is available via the City's website: <http://www.bainbridgewa.gov/236/Lodging-Tax-Advisory-Committee>

Review Process

2017 Lodging Tax Advisory Committee (LTAC)

(Appointed by City Council on August 9, 2016)

Michael Scott, Chair	City Councilmember
Roger Townsend, Vice-chair, non-voting	City Councilmember
Patricia Nash	Eligible lodging business representative
Julie Schulte	Eligible lodging business representative
Susie Burdick	Eligible recipient organization representative
Lori Quick Mejia	Eligible recipient organization representative

Proposals will be provided to the City's Lodging Tax Advisory Committee (LTAC) for review and comment. Applicants will have an opportunity to meet with the LTAC to provide additional information about their proposals, at a time and date to be identified by the committee. Applicant participation in this LTAC briefing is not mandatory, but is strongly encouraged. The format for this briefing will be determined by the committee and applicants will be notified in advance of any particulars related to presentation materials, format, and time allowed.

All meetings of the LTAC will be open to the public, and advance notification of LTAC meetings will be provided by the City Clerk.

The LTAC will provide its recommendation for 2017 awards to the City Council for a final funding decision. As described under RCW 67.28.1816(2)(b)(ii), the committee recommendation will include a list of candidate projects and recommended amounts of funding, which the City Council will consider for final approval. The City Council may choose only recipients from the committee's list of recommended candidates, and may consider funding awards only in the amounts recommended by the committee.

Selection Criteria

The LTAC will use the following criteria in evaluating project proposals. Other relevant factors, such as availability of funds, may also guide the decision process.

Lodging Fund Project Evaluation – Basic Criteria
A. Encourages tourism from visitors traveling more than 50 miles and from visitors traveling from outside Washington State.
B. Expected impact on increase in overnight stays in paid accommodations on the island.
C. Expected increase in tourism. Tourism means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
D. Potential to draw visitors to the Island and increase overnight stays during the off-season, October 1 until Memorial Day.
E. Applicant’s demonstrated history of organizational and project success, including but not limited to previous LTAC-funded projects.
F. Project reflects partnerships with other organizations and businesses, to encourage cooperative tourism marketing and minimize duplication of services.
G. Project goals and/or results can be objectively assessed.
H. Project will leverage award funds with additional matching funds or donated in-kind goods or services.

**CITY OF BAINBRIDGE ISLAND
2017 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name:

Name of Applicant Organization:

Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) status and Tax ID Number:

Date of Incorporation as a Washington State Corporation and UBI Number:

Primary Contact:

Mailing Address:

Email(s): _____

Day phone: _____ Cell phone: _____

Please indicate the type of project described in your proposal:

✓	Project Type
<input type="checkbox"/>	Tourism marketing
<input type="checkbox"/>	Marketing and operations of special events and festivals designed to attract tourists
<input type="checkbox"/>	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
<input type="checkbox"/>	Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district*

*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility:

LODGING/TOURISM FUND APPLICATION

Applicant Information

Please respond to each of these questions in the order listed. If the proposal includes multiple partners, please include the requested information for each organization.

1. Describe the applicant organization's mission, history and areas of expertise. Describe the applicant's experience in tourism promotion on Bainbridge Island and its demonstrated ability to complete the proposed project.

Alternate question for event or facility funding:

Describe the event or facility proposed including its purpose, history, and budget. Include past attendance history if applicable, and estimate the number of tourists drawn to the event or facility/year. Please estimate total attendance and number of tourists estimated to attend for 2017. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2017?

2. If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note that the maximum award of \$100,000 will apply to any single project, even if proposed by a team of partners.
3. If appropriate, please list each project and amount of funding awarded and utilized from the Lodging Tax (Civic Improvement) Fund within the last five years (2011-2016).
4. If any projects previously funded through the Lodging Tax (Civic Improvement) Fund were not completed and/or if reports were not submitted to the City as requested, please explain:

LODGING/TOURISM FUND APPLICATION
Project Information

1. Describe the proposed project.

- a. Identify the Project's main objectives and how each will be achieved.
- b. Be as specific as possible about the proposed services, measurable impacts, distribution method and costs.
- c. If appropriate, provide details about the facility operating costs to be funded.

2. Provide a brief narrative statement to address each of the stated selection criteria. Describe outcomes anticipated from each criterion, as well as the overall project.

- a. Expected impact on increased tourism in 2017. Please provide specific estimates of how the project will impact the number of people traveling to Bainbridge Island from fifty miles or more one way from their place of residence, or travelling from another country or state outside of Washington State. If appropriate, compare/contrast this impact to actual or estimated number of tourists at your event/facility in 2015 and estimates for 2016.
- b. Expected impact on or increase in overnight stays on the island. Please include actual or estimated numbers of tourists who will stay overnight in paid accommodations in Bainbridge lodging establishments in 2017 as a result of proposed activities. Please include the basis for any estimates.
- c. Projected economic impact on Bainbridge Island businesses, facilities, events and amenities, including sales of overnight lodging, meals, tours, gifts, and souvenirs (helpful data may be found on the Washington State Department of Commerce website).
- d. The project's potential to draw visitors to the Island and increase overnight stays during the off-season, i.e. October 1 until Memorial Day.
- e. The applicants' demonstrated history of organizational and project success.
- f. Describe any partnerships with other organizations and businesses in the proposed project – including efforts to minimize duplication of services where appropriate and encourage cooperative marketing.
- g. Describe the degree to which the project goals and/or results can be objectively assessed.
- h. Describe the degree to which the project will leverage award funds with additional matching funds or donated in-kind goods or services.

LODGING/TOURISM FUND APPLICATION
Supporting Documentation

1. Provide a project timeline that identifies major milestones.
2. Include a detailed budget for the proposed project itemizing expenses and income. Include the amount requested from the Lodging Tax Fund and identify other sources of funding anticipated or obtained, including matching funds, as well as any in-kind contributions necessary to complete the project.
3. If applicable, please describe the project's scalability. How would the project scope and budget be adjusted should the full amount of the LTAC funding request not be awarded? Please provide specifics. **If this information is not provided, the award committee will not consider alternative levels of funding.**
4. Provide copies of your organization's 2015 income/expense summary and 2016 budget.
5. Provide an estimate of 2016 revenue and expenses.
6. Letters of Partnership – Include letters from any partnering organizations committing to joint sponsorship of the application and specifying their intended activities.